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Lyon Upswing

Published for the Dealers of Lyon Metal Products, Incorporated

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DEALER CELEBRATES ANNIVERSARY

Lyon Attends Open House

Shown here from left to right are Thomas L. Ruffin, president of Ruffin & Payne, A. J. Lyons, district manager for Lyon at Washington; Craige Ruffin, vice president of Ruffin & Payne; Frank Dangard, Lyon field supervisor in Richmond.

Ruffin and Payne Inaugurates New "Sales Minded" Showrooms

Brilliantly signalizing their 56th year in the lumber and building supply business, Ruffin & Payne, Lyon dealer of Richmond, Virginia held open house in their new offices and showrooms on April 21.

The public was invited to the grand opening with full page advertisements in the Richmond newspapers. The advertisements urged the public to "come and see Tomorrow on display . . . the colorful new building materials you've read about — heard about — talked about — now shown in actual use." The attractive new buildings and products carried were pictured and described in the announcement.

"Whether you plan to build, buy, or remodel" concluded the invitation, "come over and see this living display. You'll take away a world of stimulating ideas!"

A capacity crowd responded and saw an exhibit indeed unique in every respect, from the new building's colorful checkerboard "solar" front to the striking applications of improved modern materials throughout the interior. Homeowner and professional builder alike were able to visualize the practical pleasing results obtainable with today's products and construction methods.

The business has come a long way since 1892 when Joseph M. Fourqurean set it up for his son and Thomas C. Ruffin. Their first building was cautionsly designed so it could be converted into a saleable dwelling if the business did not prove successful. Today the Ruffin & Payne plant occupies seven acres — includes a mill with 45,000 square feet of floor space; a highly efficient dry kiln; extensive lumber yards; warehouses and storage sheds; a railroad siding. More than 100 people are regularly employed.

Many changes in the organization, company name and products handled have taken place over the half century, but except for a few setbacks due to unpredictable events, progress has been steady and consistent.

The original firm marketed coal and wood fuel, plus a very small

(Continued on Page 2, Col. 2)

Dealers Are On the Move Locating New and Unusual Conveyor Uses

Automotive parts dealers have been proven excellent conveyor prospects by several of our distributors. One dealer has been selling conveyors to auto parts dealers to unload the truckloads of batteries and anti-freeze that have been pouring into dealer warehouses now that summer is approaching. Two of these auto parts companies have stated that they wouldn't give up their Lyon conveyors for double the price if they had to go back to unloading this heavy stock by hand.

Recently a wholesale distributor of automobiles received an order of shelving for which the steel was furnished. When the shelving was installed there was a distance of 80 feet from the unloading platforms to the storage area. When the advantages of Lyon conveyors were outlined this dealer felt that they would pay for themselves in no time by saving man hours. Now that the conveyors are installed two men are handling the heavy stock formerly unloaded by four.

A few months back we reported that on one installation conveyors were doubling as shelving in warehouse that stored long bolts of cloth. Recently we learned that conveyors have been put to use as DISPLAY TABLES by one of our eastern dealers. It is a tossup as to which of these installations is the most unusual.

This dealer believes in stocking and he carried the program to such lengths that his reception room became so crowded that it was almost impossible to see any thing let alone determine the price.

As the dealer had no window display he decided to use the 18" wide sections and trestles as display tables in his window. This

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Modern New Building Opens

This picture shows the exterior front elevation of the modern new office building of Ruffin & Payne, Inc. The building stands on a hill and is in reality three stories high.

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Pictures, news notes and articles are welcome. Send them in care of Upswing, Lyon Metal Products, Incorporated, General Offices, Aurora, Ill.

CONVEYORS

(Continued from Page 1, Col. 2)

moved the material up off of the floor and permitted the pedestrians to see what he had for sale. The dealer realized that prospects were probably passing his store every day who would come inside if they could see something in the window that they needed. In addition to saving money on display tables the dealer is now letting prospective conveyor customers know where they can buy them.

LYON KITCHENS ARE PRIZED

When you are tuning your radio dials on Sunday night—try Columbia Broadcasting System's new program, "CATCH ME IF YOU CAN"—a national hook-up at 9 p.m., eastern time.

With all the kitchen cabinets in the country to choose from Columbia selected a Lyon kitchen as one of the jack-pot prizes on the big new show.

RUFFIN and PAYNE

(Continued from Page 1, Col. 2)

amount of lumber. In 1900 the firm branched out to supply cattle and feed to dairy farmers in and around Richmond. Over the following decade increased emphasis was placedon lumber and associated building supplies. Both the fuel and feed lines were dropped in 1912. At that time the firm became Ruffin & English when Mr. Fourqurean left the business.

In 1916 A. W. Payne acquired Mr. English's interest and brought to the business broad experience in the millwork industry. A mill was erected to manufacture items which could not be bought, thus initiating an operation that today constitutes more than half the company's sales volume.

In December 1928 Thomas C. Ruffin died and his sons, Thomas L. Ruffin and Craige Ruffin became respectively president and vice president, with A. W. Payne also vice president and S. P. Collier, secretary.

On June 1939, fire completely destroyed the mill, along with many warehouses and sheds. Rebuilding was begun that Fall and by the Summer of 1940 Ruffin & Payne had a completely modernized plant.

Ruffin & Payne, Inc., today offers most of the materials required in the construction of homes and commercial buildings. Selling has broadened far beyond the primary Richmond area into Tennessee, the Carolinas, Pennsylvania, New Jersey and New York. Its principal products are lumber, flooring, Lyon kitchen cabinets, all types of roofing and insulating material, paint, brick and waterproofing.

Visitors View Display Room

Here are some of the visitors to Ruffin & Payne's open house. This picture shows the complete and modern lighting arrangements.

Kitchen Beauty By Lyon

This attractive Lyon kitchen installation was made by the Monroe Furniture Company of Eugene, Oregon. Monroe's have been promoting Lyon kitchens with considerable success.

Ads For Special Markets

WHEN YOU BUILD
OR MODERNIZE . . .
SPECIFY
LYON
LOCKERS—FOLDING
CHAIRS—OTHER
STEEL EQUIPMENT
LYON has the skilled man power and up-to-date manufacturing equipment to produce the finest of products in these categories. Right now the shortage of sheet steel is the only brake on full production. So we ask that you . . .
Anticipate your needs as far as possible.
In many instances, officials or their friends have been able to furnish us with steel. On this basis we can promise prompt delivery of the pound-for-pound equivalent in needed equipment. Ask your nearest LYON Dealer or LYON District Office for details.
LYON METAL PRODUCTS, INCORPORATED
General Offices, 350 Monroe Ave., Aurora, Ill. • Branches and Dealers in All Principal Cities
A PARTIAL LIST OF LYON PRODUCTS
• Shelving • Lockers • Wood Working Benches • Economy Locker Racks
• Kitchen Cabinets • Display Equipment • Hanging Cabinets • Welding Benches
• Filing Cabinets • Cabinet Benches • Folding Chairs • Drawing Tables
• Storage Cabinets • Bench Drawers • Work Benches • Drawer Units
• Conveyors • Shop Boxes • Bar Racks • Bin Units
• Tool Stands • Service Carts • Hopper Bins • Parts Cases
• Flat Drawer Files • Tool Trays • Desks • Stools
• Tool Boxes • Sorting Files • Ironing Tables

Here is a reproduction of the full page ad that recently ran the specialized school market publications, Institutions, Nation's Schools, and School Management. The ad copy keeps up the drive for customer furnished steel.

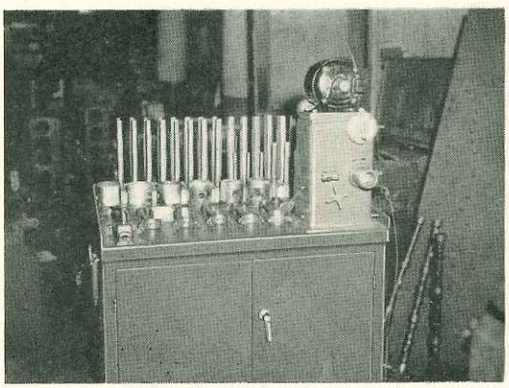
LYON CABINET BENCH

- The Lyon Cabinet Bench combines a 36″ x 24″ work surface and 12 square feet of storage area.
- Heavy steel top makes a sturdy mounting for vises, grinders, and factory or office machines.
- Bottom is stationary. Shelf is adjustable on 1½″ centers. There are six shelf adjustment holes.
- Legs are made from 1½″ x 1½″ x ⅛″ steel angle. Front legs and cross members are welded in one piece to hold doors rigid. Dome feet on legs will not mar floor.
- Door hinges are welded to front legs and bolted to doors. Hinge is recessed into leg so pin cannot be driven out.
- Double doors have 3-point locking device. Lock rod engages at top and bottom of right hand door. Flange on left hand door and locking cam on right hand door hold the left door securely over its full length.

SPECIFICATIONS

36″ wide, 24″ deep, 34″ high (plus 3″ backstop)

Approximate shipping weight 176 pounds



WHERE THEY'RE USED

Advertising Agencies — for sorting and wrapping artwork and plates. Cabinet for gummed tape, wrapping and tissue paper, envelopes, etc.

Apartment Buildings — for janitor's room and boiler room.

Artists — for storage of paper, brushes, paints, etc. Top surface for cutting materials or mixing paints.

Barber & Beauty Shop — for storing and displaying supplies. Costs far less than cabinets sold by barber supply firms.

Book Dealers — for storage, display and minor book repair work.

Business Schools — for mounting office equipment and storing material and supplies.

Churches — for janitor's room and boiler room.

Dentists and Doctors — for examination and minor surgery rooms. Costs far less than corresponding equipment sold by medical supply firms.

Factories — for toolrooms, assembly lines, experimental departments, stockrooms, shipping departments, first aid rooms, etc.

Farms — for storing parts, tools and minor repair work on farm machines.

Florists — for storing paper, ribbon, tinsel, etc., and wrapping or transplanting operations.

Garages — for each mechanic or individual working surface and storage unit.

Golf Clubs — for service and repair quarters.

Homes — for the basement workshop or in the garage.

Hospitals — for laboratories, research departments, engineer's room, boiler room, etc.

Hotels — for service and maintenance departments.

Letter Shops — for office machines, sorting, wrapping, and storage.

Libraries — for storage and book repair work.

Offices — for mounting mimeograph, multigraph, stamping machines, etc.

Photographers — for the darkroom and as a cabinet — display unit in the studio.

Repair Shops — for bench work and storage.

Service Stations — for work bench and storage of limited quantities of parts.

Vocational Schools — for all types of bench work and storage.

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THESE ARE ONLY TYPICAL USES
. . . YOU WILL FIND OTHERS

LYON DEALER NEWS

Kenneth M. Smith's "up the ladder" march with Chanslor & Lyon took another step forward with the recent announcement of his appointment as manager of the Stockton, Calif. C&L store. Thomas A. Walsh, President of the organization, in making the announcement, stated that Smith's rise from delivery man to store manager has been one of the most outstanding in the company's history.

* * *

E. L. Alberter, vice president and sales manager of Somers, Fitler and Todd Company, Pittsburgh, Pa. is back on the job again after a prolonged stay in the West Penn Hospital. Ed's many friends are happy to see him active again although it will be a little while before Ed is working his usual 14 hour day.

* * *

Lockport Linoleum & Appliance Co. of Lockport, New York have been advertising Lyon kitchen cabinets and sinks in the local newspapers.

* * *

The Office Equipment Bureau of Akron, Ohio are publishing a bulletin entitled "Office Digest". The bulletin is sent to a large mailing list every month and includes a Lyon product in each issue.

We have received the latest copy of Ogden Supply Corporation's attractive folder, "Outdoor Trails". One page of the folder was devoted to Lyon Steel Shop Equipment.

* * *

Jackson's, Oakland, Calif., recently ran a full page ad in the Oakland Shopping News. The ad was entitled the March Of Home Ideas and carried information on Lyon steel kitchen equipment.

* * *

Holmes, New Orleans, La. is promoting the Lyon ironing table with a featured spot in the full page ads they run in the New Orleans States.

* * *

Dunmore's, Atlanta, Ga. has been advertising Lyon folding chairs with ads in the Atlanta Journal.

* * *

The Economy Office Supply and Equipment Co., formerly located at 1018 S. Wabash Ave., Chicago, Ill. is now located at 1132 S. Wabash Ave., Chicago. The company moved May 1.

* * *

Kalmus-Golden, New York City recently ran an ad in the New York Times. The ad carried copy and illustrations on seven Lyon products.

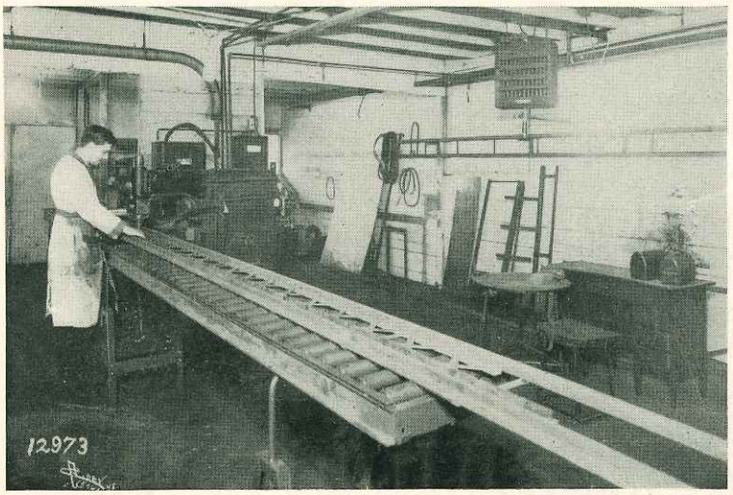
* * *

Southern Office Supply, Bluefield, West Virginia has started publication of a monthly sales organ. The SOS Merchandiser carried a full page on Lyon Products.

* * *

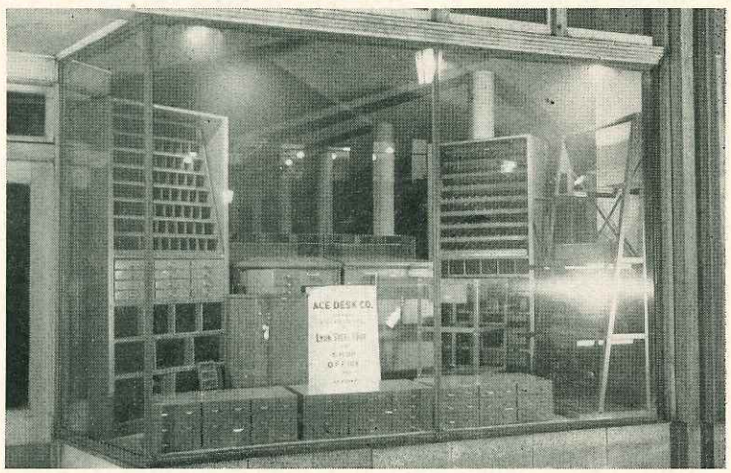
Office Equipment Bureau, Akron, Ohio has been advertising immediate delivery on some Lyon products in an attractive mailing piece.

Conveyors Speed Spot Welding



This photo shows Lyon conveyors being used to speed up spot welding operations for the Spokane Manufacturing Company, Spokane, Washington.

Window Display Brings Orders



Ace Desk Co., Cleveland, Ohio resently featured his 100% Lyon Display in their window for approximately three weeks. Dealer reports that the Lyon Display was very productive.

Dealer Visits The Old West For Sales Idea

"Chick" Vetter, Sales Manager of the C. A. Turner Company, Inc., Pittsburgh, Pennsylvania has just returned to the job after spending a three week vacation in old Arizona. "Chick" went down for a rest but that didn't stop him from visualizing some business possibilities.

He reports that the weather was fine and ideal for the growth of lettuce. During his stay in the sunny country he saw hundreds of carloads of lettuce being shipped to all parts of the country. "Chick" says some Lyon conveyor dealer should acquaint the lettuce growers with the advantages of conveyors because they could increase their profits by saving handling costs.

Most fruit and vegetable growers represent excellent prospects for Lyon conveyors. An orchard supply company has been making extensive use of conveyors in their handling of the crated produce.

LYON DEALER DIES

J. Roland Hunt, president of J. R. Hunt & Company, died May 3 in Baltimore, Maryland. Burial was in Druid Ridge Cemetery.

Mr. Hunt was born at West River, Anne Arundel county, on April 23, 1886. He was educated in schools there and, when 17 years old, came to Baltimore, where he attended business school. He was president of the automobile jobbing business which bore his name for 34 years.

FIDDLINGS

In a crowded train the Georgia Salesman sat down by a young woman, who fought a continuous but losing battle in her effort to keep her skimpy skirt from creeping up over her knees. After another futile yank, she looked up and met the gaze of her traveling companion.

"Don't stretch your calico, sister", he advised her gallantly, "My weakness is liquor."

—c—

A woman phoned her bank to arrange for the disposal of a thousand dollar bond. "Is the bond for redemption or conversion?" a clerk inquired.

There was a long pause, then the woman asked: "Am I talking to the First National Bank or the First Baptist Church?"

—o—

Sign in Sunday School, advertising Rummage Sale: GOOD CHANCE TO GET RID OF EVERYTHING NOT WORTH KEEPING, BUT TOO GOOD TO THROW AWAY. BRING YOUR HUSBAND.

—o—

"Did you get home all right after the party last night?"

"Fine, thanks, except that as I was turning into my street, some idiot stepped on my fingers."

—o—

"What's the cat's name?"

"Ben Hur."

"How'd you happen to choose that name?"

"We called him Ben till he had kittens."